

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Ranka et al
Serial Number:	10/017,074
Filing Date:	December 7, 2001
Art Unit:	3688
Examiner:	Macasiano, Marilyn G.
For:	<b>Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium</b>

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NON-FINAL OFFICE ACTION**

This paper responds to the Office action mailed March 16, 2012.

Please amend the application as follows:

**IN THE CLAIMS**

Please amend claim 74 as set forth below.

A complete claim listing begins on the following page.